

# Oregon's SNAP Participation

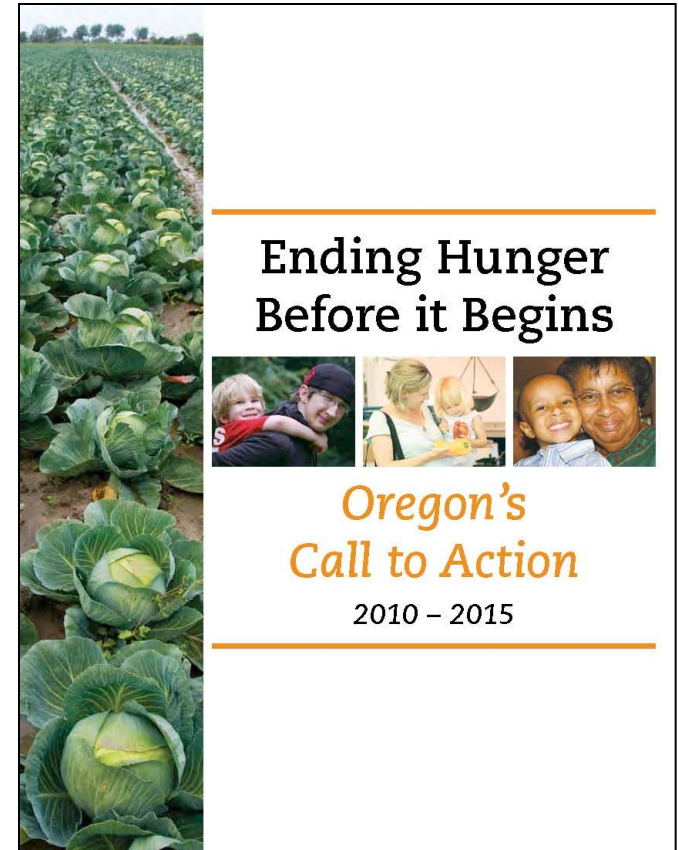
## *Outreach Accomplishments*

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# Oregon is Committed to Ending Hunger

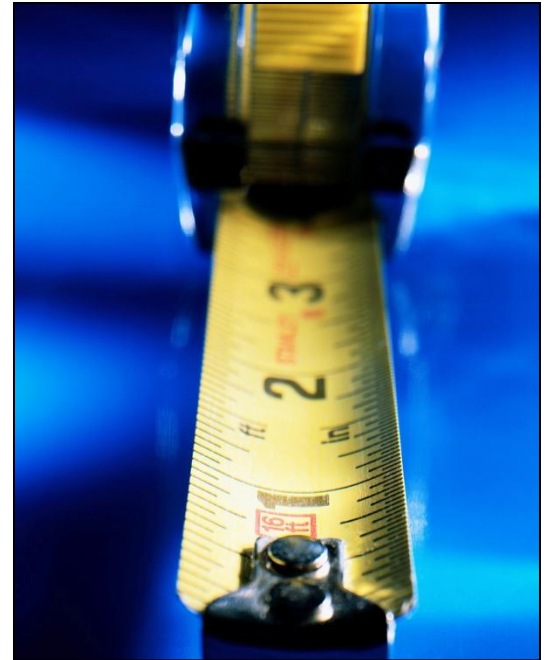
- Oregon has a long-standing history of having support from the Governor to end hunger
- The Governor sponsored development of the Act to End Hunger, 2004-2009
- The plan was updated for 2010-2015 as the plan for Ending Hunger Before it Begins
  - SNAP is recognized in this plan as part of a food system goal
  - First Lady Sylvia Hayes launched her Prosperity Initiative, taking on the greater need for reducing poverty in Oregon



# Focus on Accountability

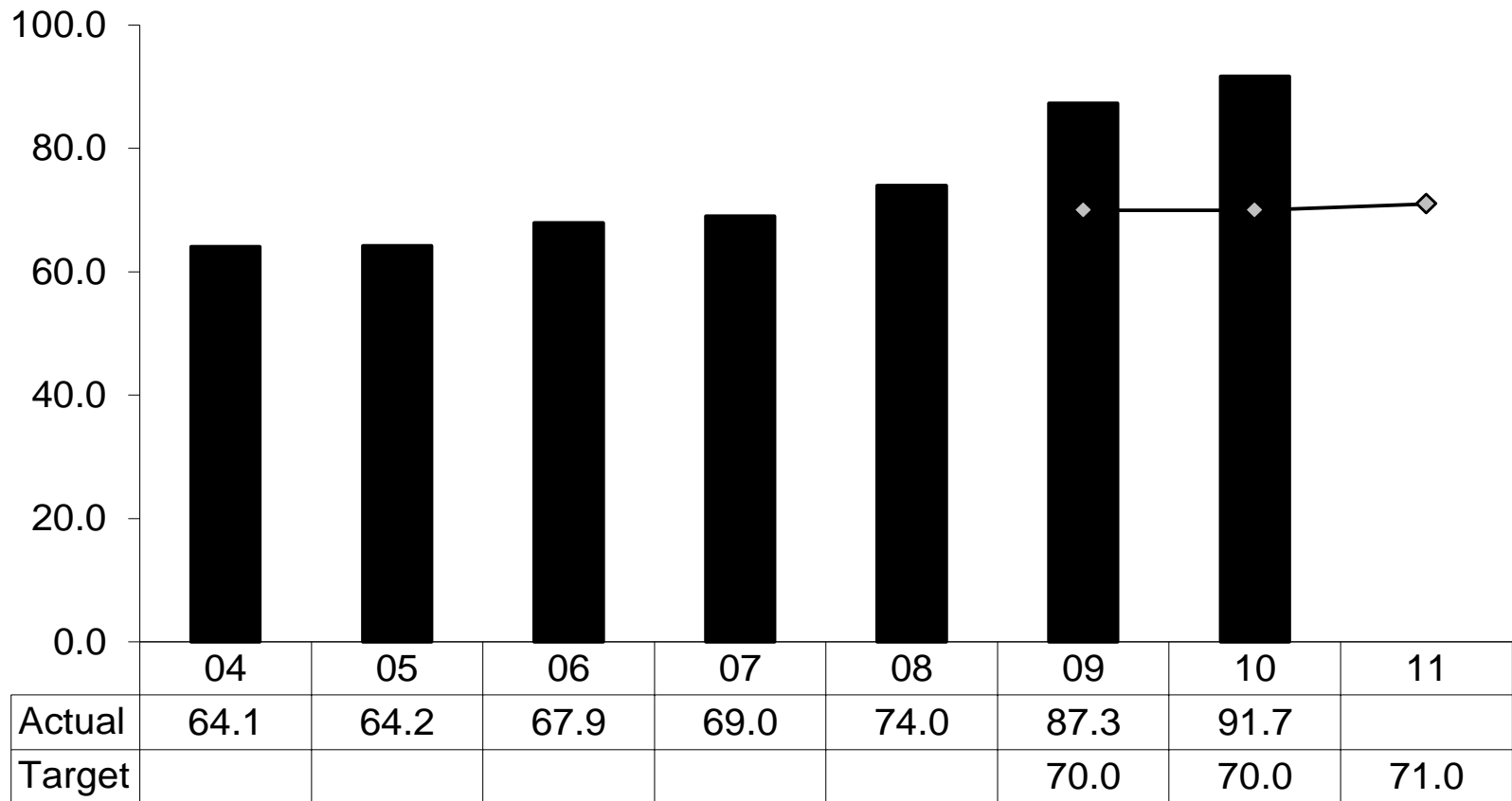
Oregon DHS has Key Performance Measures to be accountable to the public on our performance

- Staff, elected officials, stakeholders and citizens are involved with the development
- The Department is accountable for maintaining a high level of performance
- Key Performance Measures provide a high-level picture of our results, but the underlying metrics provide a more meaningful and actionable management tool

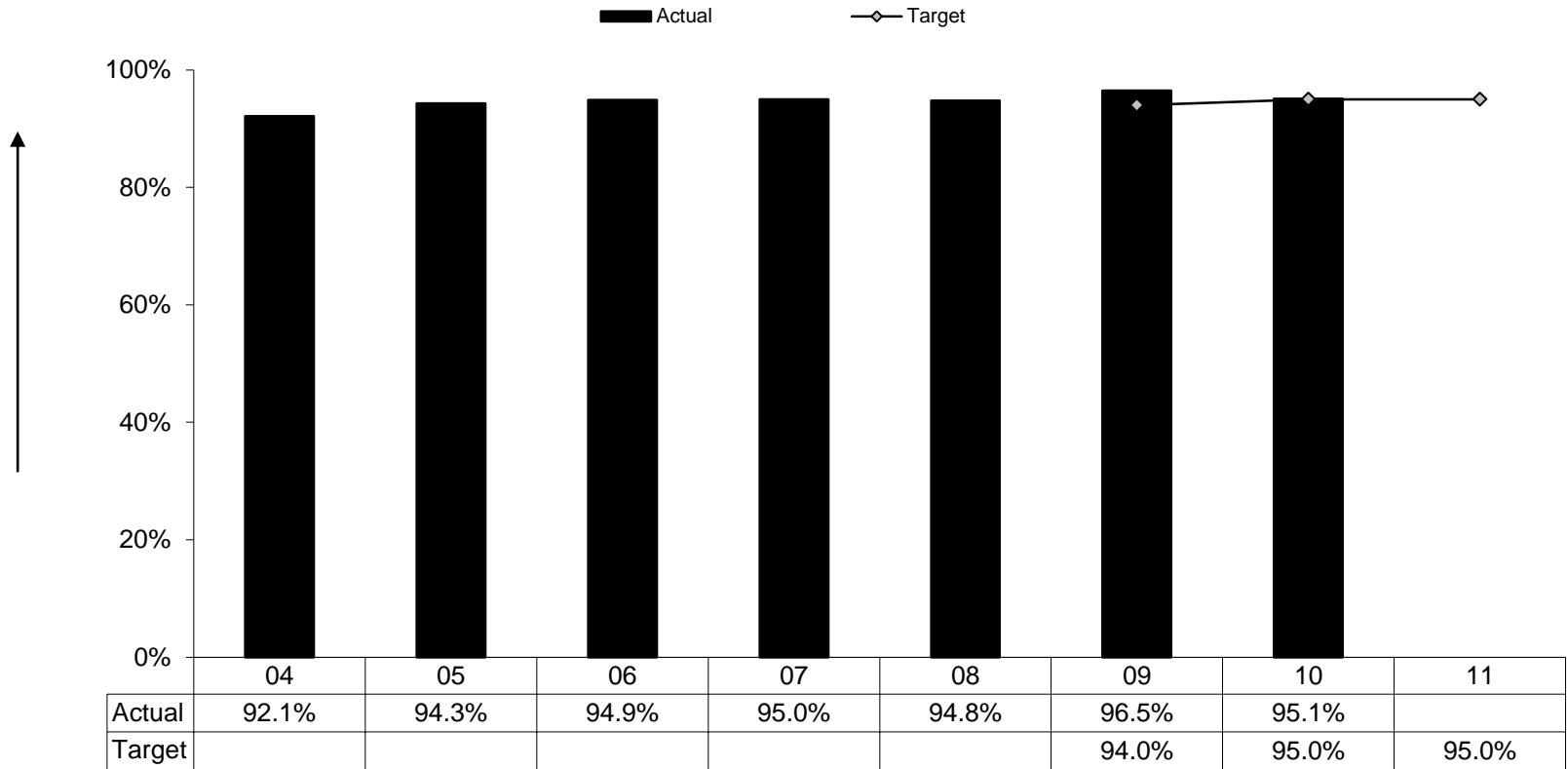


## SNAP Utilization

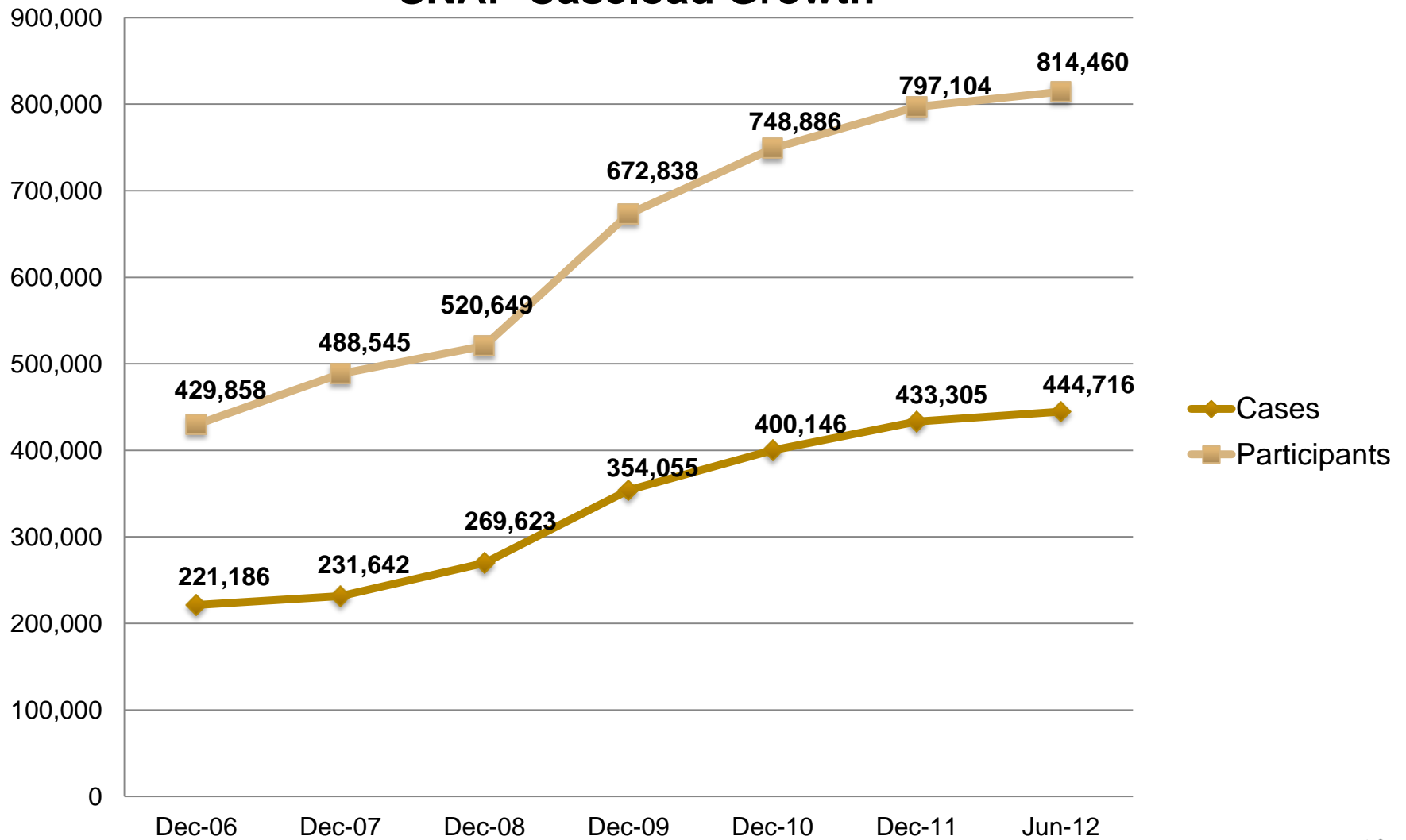
Actual Target



# SNAP Accuracy



## SNAP Caseload Growth



# Oregon Faced Significant Challenges

- Caseload growth without staffing increase
- Inconsistency of service delivery throughout the state
- Clients with long waits for SNAP appointments
- Old, antiquated computer systems



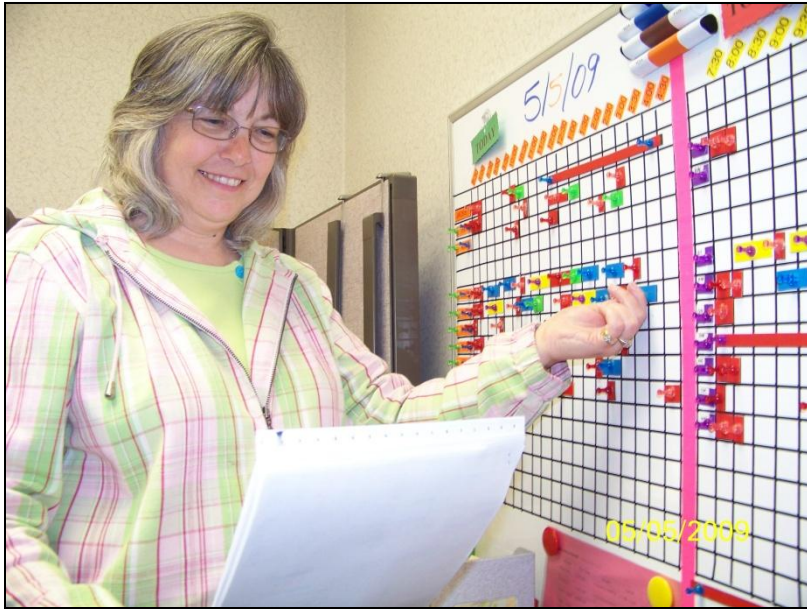
# Systematic Change Contributed to High Participation

- Business process improvement
- Focus on customer service
- Partnerships with community advocates
- Progressive policy/procedural changes





# Business Process Improvement



## Rapid Process Improvements

- New Intake Model
  - *Same day/next day SNAP delivery*
- Ongoing Work Initiative
- Metrics focusing on performance
  - *Service (cycle time)*
  - *Quality (accuracy)*
  - *People (satisfaction)*

# Customer Service

## Advocate Partners

- Focus groups
- Branch visits
- Secret shoppers

## Internal

- Client surveys
- Continuous Improvement Sheets



## 211 Info

- Publishes statistics and client issues monthly

# Partnerships with State, Community Advocates

## **SNAP Steering Committee**

- State-level decisions made on the direction of the program
- Comprised of State staff from the local and program levels along with community partners

## **SNAP Outreach Committee**

- Decisions made on outreach approach and where to target outreach
- Comprised of state staff from the local and program level along with community partners

## **Oregon Hunger Taskforce**

- State policy level decisions made targeting all aspects of hunger and poverty
- Different state agencies, legislators and state-level advocacy groups

# Progressive Policy/Procedural Changes

- Broad-based categorical eligibility which allows a higher income limit threshold of 185% FPL
- Implementing all policy alignment that was allowed with the 2002 Farm Bill
- Waivers and demonstrations (13 current)
- Participation grants
- Statewide same day/next day interviews
- Statewide mail-out of recertification packets



# Strategic Outreach to Underserved Populations



- Built outreach plan to include more contractors, which targeted a wider group of underserved populations
- Senior focus groups were conducted in 2008 to identify barriers to participation
- Hispanic focus groups were held in 2010 to identify barriers
- SNAP outreach contractors cover most counties in Oregon by 2011

# Summary

- Oregon's participation has soared over the past decade due to help from our partners and changes within Oregon's administration of SNAP
- Oregon has received bonus awards every year since 2006.
  - Oregon SNAP has reinvested this funding back into the program or on targeted efforts focused on hunger issues in Oregon.
  - Community partners and advocates have received bonus fund for projects, which builds on the strong relationship and commitment to reduce hunger in Oregon.



# Next Steps

Oregon continues working to reach all eligible Oregonians

Current efforts include:

- Streamlining on-line application processes
- Expanding modernization projects
- Increasing outreach throughout the state

